

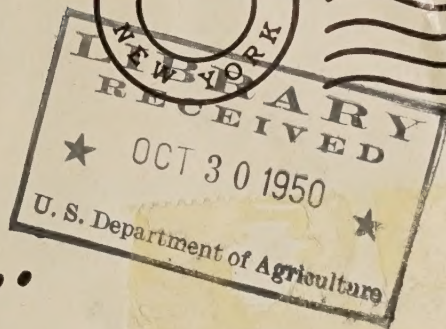
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,61
FROM JACKSON & PERKINS CO.

10 Rose Lane, NEWARK, NEW YORK

*A more beautiful
Rose Garden
for.....*



Sec. 34.66, P.L.&R.
U. S. POSTAGE
PAID
Permit No. 1

POSTMASTER: If undeliverable for any reason, notify sender on Form 3547 Return Postage Guaranteed.



A Personal Word

from

C. H. Perkins

We're very proud of our fall catalog and want you to be sure to see all of the exceptionally fine roses we are offering for the first time. These plants were selected from thousands of experimental varieties, after years of testing and observation, to take their place among the finest selection of roses ever offered. **GOLDEN SCEPTER** the unfading true golden-yellow Hybrid Tea rose that you have been waiting so long for. A sparkling golden-yellow rose with deep colored, long charming buds and large brilliant, graceful blooms of artistic high-centered form. Reports from our test gardens in even the most difficult sections have raved about the ability of this plant to retain its golden-yellow bloom despite intense sunshine.

VOLCANO, on page 2 of the new catalog, is a variety that the admirers of red roses will welcome. An exceedingly large new Hybrid Tea with unusually long, slow opening, deep carmine buds. The buds expand slowly to immense lovely glowing cherry-red blooms, 6-7 inches in width. At the finish the blooms assume a rosy-pink color. In our regular nationwide testing program we have found this rose to be uniformly satisfactory in all sections.

OPERA, on page 3, is distinctive in its color combinations and very different in its gay form of bloom. The long slender buds, borne on long stems, are almost bicolor in the intensive suffusion of golden-yellow at the base, to a scarlet at the top of the bud. As the flower opens to a full 6 inch bloom, the petals quill slightly and the color becomes a gay flaming, light scarlet-red with a buff-yellow on the reverse of the petals. The general effect is airy and bright, capturing attention and admiration, wherever the plant is grown or shown. When first shown in competition, Opera won the Gold Medal for the most beautiful rose of France, also Gold Medals at National Rose Society, London; Geneva, Switzerland, and Bagatelle, France.

Many years of research has finally enabled us to give you a white Floribunda worthy of taking its place in Rosedom's Royal Family. **White Pinocchio**, on pages 9 and 16 of the catalog, a glistening white seedling of Pinocchio which distinctly deserves to be "The White" of the Pinocchio family. Several years ago we gave you Pinocchio, which has been one of the most popular Floribundas in the world ever since its introduction. Red Pinocchio, Lavender Pinocchio and



Yellow Pinocchio followed, all received the same spontaneous approval of the original Pinocchio. We are sure the same stamp of approval will be given to White Pinocchio.

Be sure to note the sensational Floribunda Fashion, on page 4 of the catalog. When we introduced this rose a year ago it had already won three of the most important Rose honors in the ENTIRE WORLD; top All-America Winner for 1950, only winner of a Gold Medal at the 1948 British National Rose Society Summer Show, Gold Medal winner of the 1949 Trials at the famous Bagatelle Gardens in Paris. Since its introduction then two more important honors have been bestowed on Fashion, making it the only rose to win 5 important International awards. Fashion was awarded a Certificate of Merit at the International Rose Trials held in Geneva, Switzerland, and was a Gold Medal winner at the International Rose Test Gardens, Portland, Oregon.

I urge you to look at your catalog thoroughly and read each description from beginning to end. There you'll find the complete story of each of these beautiful new Roses, plus all the other outstanding J&P varieties that growers all over the world have known and loved for years.

After you have gone through your catalog carefully, I suggest that you send your order in immediately because many of the newer varieties will be so much in demand.

CHECK LIST OF VARIETIES THAT SHOULD BE IN YOUR GARDEN

☐ **OPERA** . . . Brilliant new Hybrid Tea from Jean Gaudard of France. Bud is golden-yellow at base with scarlet top. Opens to flame light scarlet-red. (P. A. F.)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **GOLDEN SCEPTER** . . . A sparkling new golden-yellow rose with deep colored, unfading, long charming buds and large brilliant, graceful blooms of artistic high-centered form. Very free flowering, on long stems excellent for cutting. (Pl. Pat. 910)
\$2.50 each; 3 for \$6.25; 12 for \$25.00

☐ **NEW YORKER** . . . The BEST red Rose of all time. A magnificent Hybrid Tea of exceptionally deep scarlet color, perfect form and great size. Winner of Gold Medal at International Test Garden, Portland, Ore. (Pl. Pat. 823)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **DIAMOND JUBILEE** . . . Enormous long lasting Hybrid Tea, warm glowing buff-orange in color. Exceptionally long lasting blooms frequently 5 to 6 in. across. Very vigorous and disease resistant. Top All-America Selection for 1948. (Pl. Pat. 824)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **ECLIPSE** . . . "The Rose with the Streamlined Bud." Most popular of all yellow Roses. (Pl. Pat. 172)
\$1.35 each; 3 for \$3.40; 12 for \$13.50

☐ **FASHION** . . . A Floribunda of luminous coral suffused with gold. One of the greatest award winners in the history of Roses. See complete description elsewhere in this circular. (Pl. Pat. 789)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **WHITE PINOCCHIO** . . . A glistening white with flowers about 2½ in., fully double, borne in large clusters of 30 or more. A welcome addition to the Pinochios. (P. A. F.)
\$1.50 each; 3 for \$3.75; 12 for \$15.00

☐ **MASQUERADE** . . . The most unusual novelty in the Rose world. A Floribunda that changes color from yellow to lemon to pink and finally to red! Giant clusters show all of these colors at the same time. (Pl. Pat. 975)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **ALOHA** . . . Sensational everblooming large flowered Rose pink Climber. Enormous heavy textured blooms repeat frequently all Summer. First important new Climber of a decade. (Pl. Pat. 948)
\$2.50 each; 3 for \$6.25; 12 for \$25.00

☐ **CRIMSON GLORY** . . . America's No. 1 Hybrid Tea Rose for many years. Also voted most fragrant Rose in a Nation-wide survey. (Pl. Pat. 105)
\$1.35 each; 3 for \$3.40; 12 for \$13.50

☐ **PINOCCHIO** . . . Best known of all the widely loved everblooming Floribundas. Lovely soft clear pink. (Pl. Pat. 484)
\$1.25 each; 3 for \$3.15; 12 for \$12.50

☐ **MARY MARGARET MC BRIDE** . . . Outstanding performance of this deep coral-pink Hybrid Tea keeps it at the top of the list. All America Winner in 1943; winner of Furstenberg Award of the American Rose Society and still a favorite in any Rose garden. (Pl. Pat. 537)
\$1.50 each; 3 for \$3.75; 12 for \$15.00

☐ **VOLCANO** . . . Large new Hybrid Tea with unusually long, slow opening, deep carmine buds. Immense live glowing cherry-red blooms. Dark green foliage. (Pat. 951)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

☐ **RUBAIYAT** . . . Large uniform brilliant red Hybrid Tea. Unchallenged winner of 1947 All-America Rose Trials. (Pl. Pat. 758)
\$1.50 each; 3 for \$3.75; 12 for \$15.00

☐ **GOLDILOCKS** . . . First true golden yellow Floribunda. Winner of John Cook Medal for best new Rose in 3 years. Clusters of bright yellow blooms continuous until frost. (Pl. Pat. 672)
\$1.50 each; 3 for \$3.75; 12 for \$15.00

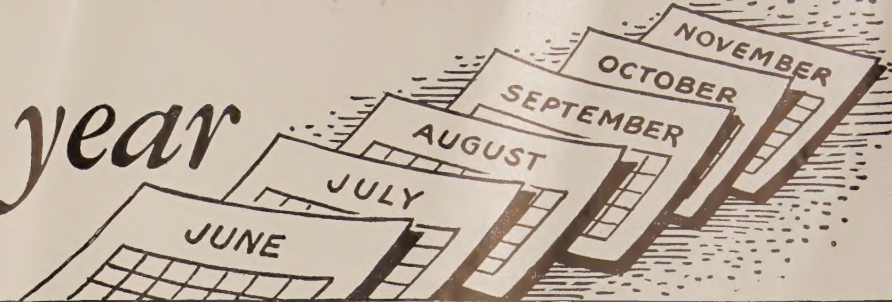
☐ **BLAZE** . . . Most popular of all Climber Roses for many years. Free blooming brilliant red in heavy clusters. Most striking of all Climbers.
\$1.50 each; 3 for \$3.75; 12 for \$15.00

☐ **RED PINOCCHIO** . . . Most popular red Floribunda. Rich deep carmine blooms produced freely in clusters from June continuously until frost. Particularly striking in mass plantings. (Pl. Pat. 812)
\$1.50 each; 3 for \$3.75; 12 for \$15.00

☐ **LAVENDER PINOCCHIO** . . . The blooms in each cluster range from warm chocolate-brown to dusty-pink and delicate lavender. A beautiful and very unusual color combination. (Pl. Pat. 947)
\$2.00 each; 3 for \$5.00; 12 for \$20.00

For a more beautiful Rose Garden next year

PLANT THIS FALL — AND SAVE MONEY BY ORDERING NOW!



Why you should plant Roses this fall

FALL planting offers you many conveniences. The soil is mellow, easy to work. Prepare it any time at your convenience, and then leave it until the postman delivers your J&P plants. It is then only a matter of a few minutes to put them in the prepared ground. You can be confident of earlier, better blooms next June because the plants make new roots in the late fall and early spring . . . will produce giant blooms almost like an established plant.

PLANT EVEN WHEN GROUND IS FROZEN

You can plant Rose bushes even when the ground is beginning to freeze, as long as you protect the roots of the plants against direct exposure while they are being set out. Simply keep the roots covered so that they do not freeze while you are planting the Roses. Once in the ground, the plants will be perfectly safe.

FREE PLANTING INSTRUCTIONS WITH EVERY ORDER

Completely illustrated instructions for planting and winter protection of roses will be sent with each shipment. Also, you will be sent other helpful cultural bulletins.

REFER TO YOUR J&P CATALOG

For the finest Roses in the World

A few weeks ago you received our new Fall catalog . . . the finest Rose catalog ever published! The color reproductions are the truest that modern printer's ink can show. Perhaps you have studied this catalog and already know just which J&P Roses you want in your own garden; the finest Roses in the world wait for you in this new Fall catalog of ours.

VISUALIZE EACH J&P VARIETY IN YOUR GARDEN

Take the catalog, study all those lovely red, yellow, pink, and unusual colored Roses we are offering. Visualize where each variety will look best in your garden next June and order them AT ONCE. You'll be amazed (very much to your joy) to find that every variety will be

more beautiful in your garden than any catalog could ever show them.

ROSES ARE USED FOR EVERY GARDEN PURPOSE

The Rose, "Queen of Flowers" will do more for you and your garden than any other flower. Roses can be used as hedges, as backgrounds, in beds, and a hundred different ways. Each use will give your garden more life, more sparkle, and flowers all season long! No wonder the Rose is so distinctive! If you want a certain dead-spot to come to life next Summer, try a planting of Floribundas, and you'll witness the most amazing change ever! We are sure you love Roses, so go over that new J&P catalog and order your favorites TO-DAY!



OUTSTANDING VARIETIES FOR YOUR 1951 GARDEN



VOLCANO
(Plant Patent No. 951)

An exceptionally large new Hybrid Tea with unusually long, slow opening, deep carmine buds. Flowers open slowly to immense live glowing cherry-red blooms, 6-7 inches in diameter. At the finish the blooms assume a rosy-pink color. Plant is strong and bushy.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



PINOCCHIO
(Plant Patent No. 484)

Enormous clusters of rich salmon buds . . . produced by the hundreds all season . . . gradually change to soft clear pink as the dainty "sweet-heart" flowers open. Very easy to grow; always in bloom with literally hundreds of flowers on every bush. As the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. Extremely hardy and vigorous . . . requires no pampering to produce a continuous riot of color.

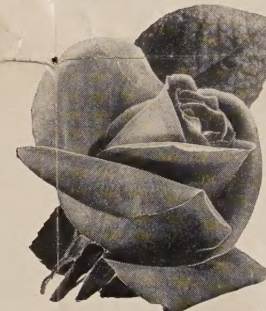
\$1.25 each; 3 for \$3.15; 12 for \$12.50



NEW YORKER
(Plant Patent No. 823)

A truly red red Rose that stays a deep velvety red until the petals wither and fall. The tremendous blooms often measure 6½ in. across. Agreed by many experts to be the BEST of all red Roses. Not only is the color long lasting and sun-resistant, but the bushes are upright and vigorous. Awarded Gold Medal for 1948 in a test of 152 varieties at The International Test Garden, Portland, Oregon.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



CRIMSON GLORY
(Plant Patent No. 105)

For many years the most popular red Rose in America! Big, beautifully formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. Its fascinating fragrance alone would make Crimson Glory an instant favorite.

\$1.35 each; 3 for \$3.40; 12 for \$13.50



DIAMOND JUBILEE
(Plant Patent No. 824)

An enormous warm, glowing buff-orange rose, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Blooms 5 to 6 in. across produced very freely, long lasting, either on bush or when cut. Top All-America Selection for 1948.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



ENCHANTMENT
(Plant Patent No. 737)

Early next June, Enchantment will produce a great display of large stately buds. Apricot tinged outside deepening to clear yellow at the base. These lovely buds open gracefully to high-centered blooms of enormous size . . . entrancing peach-pink with delicate yellow at the base of each petal. Vigorous, upright plants 2 ft. to 3 ft. high. Every plant is vigorous and disease-resistant; blooms repeatedly all Summer long.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



EVERBLOOMING CLIMBER—ALOHA
(Plant Patent No. 948)

LIKE AN ARTIST'S DREAM, THIS EVERBLOOMING ROSE-PINK CLIMBER BURSTS INTO BLOOM FROM TOP TO BOTTOM IN A BREATHTAKING DISPLAY OF NEVER-TO-BE-FORGOTTEN GLORY.

So profuse . . . so rich . . . in its deep rose-pink blooms of enormous size that it completely defies adequate description. An unbelievable mass of deep coral-pink buds starts the show. These gradually open to very full, double, perfectly formed blooms 5 in. across. Aloha blooms in long stemmed clusters of buds. As if to prolong its breathtaking display, the buds do not open all at once. Very deep waxy foliage makes a solid background, throwing the magnificent blooms into dramatic relief. After its first great peak of June glory, Aloha continues to bloom at intervals during the entire season.

\$2.50 each; 3 for \$6.25; 12 for \$25.00

SPECIAL J&P MONEY SAVING GROUP OFFERS

LONG STEM FAVORITES

New Yorker (page 5)
Golden Scepter (cover & page 2)
Diamond Jubilee (page 6)
Enchantment (page 18)

GROUP NO. 910 \$7.10
Value \$8.50
Save \$1.40 **ONLY**

These four roses will give you abundant cut flowers for your home as well as beautiful blooms in your garden. All four bloom very freely and each produces its flowers on long sturdy stems, excellent for cutting.

Varieties are shown in full color on catalog pages indicated.

"FREE BLOOMING" PASTEL GROUP

1 Fashion (page 4)
1 Pinocchio (page 8)
1 Goldilocks (page 11)

GROUP NO. 930 \$3.95
Value \$4.75
Save \$.80 **ONLY**

The term "Free Blooming" is appropriate here . . . these 3 varieties will give you more blooms, and as lovely blooms, as anything we could offer.

J & P BIG "7" GROUP

1 Enchantment (page 18)
1 New Yorker (page 5)
1 Diamond Jubilee (page 6)
1 Crimson Glory (page 18)
1 Pinocchio (page 8)
1 Eclipse (pages 22 & 28)
1 Fashion (page 4)

GROUP NO. 940 \$9.95
Value \$11.95
Save \$2.00 **ONLY**

These 7 roses are among the best J&P varieties ever introduced. Each does itself proud in any garden. Our new Fall catalog has full color plates and descriptions of each variety. (Page numbers are indicated).

EVER POPULAR FLORIBUNDA GROUP

1 Pinocchio (page 8)
1 Red Pinocchio (page 9)
1 Yellow Pinocchio (page 9)
1 Summer Snow (page 13)
1 Fashion (page 4)

GROUP NO. 920 \$6.25
Value \$7.50
Save \$1.25 **ONLY**

Five of the most popular Floribundas ever created, each a different color, to give your garden a riotous display of blooms from June until frost. Continuous blooming and exceptionally easy to grow.

Varieties are shown in full color on catalog pages indicated.

RED & PINK COMPLETE GARDEN GROUP

1 Aloha (page 7)
1 New Yorker (page 5)
1 Volcano (page 2)
1 Red Pinocchio (page 9)
1 Pinocchio (page 8)
1 Pink Bountiful (page 12)

GROUP NO. 900 \$8.75
Value \$10.50
Save \$1.75 **ONLY**

A perfect group of roses to start a rose garden! Fine additions to any garden! One everblooming Climber, two choice Hybrid Teas and 3 of the best Floribundas. Varieties are shown in full color on catalog pages indicated.

A SENSATIONAL NEW COLOR IN ROSES THE GREATEST FLORIBUNDA ROSE EVER INTRODUCED



Fashion
ONLY ROSE EVER TO WIN 5 INTERNATIONAL AWARDS

FASHION . . . Fashion is definitely the finest Floribunda Rose ever created! Produces clusters of sparkling coral-pink suffused with gold in your garden all summer. Each blossom an exquisite miniature Hybrid Tea up to 3½ in. across. The warm oriental-red buds appear freely, changing to coral-pink suffused with gold as they develop. Enormous clusters of continuous blooms persist without interruption from their first riotous June display right through the season until frost. (Pl. Pat. 789)

\$2.00 each; 3 for \$5.00; 12 for \$20.00

J&P ROSES MAKE ANY GARDEN MORE BEAUTIFUL

Read what J&P customers say:

"It is certainly a pleasure to have Jackson & Perkins solve one's garden problems. I am so delighted with my J&P Roses that it isn't hard to say nice things about them. My garden is gorgeous."
S.G.W., Watervliet, N.Y.

"The Rose bushes I got from you last Spring were the best I ever had and the best I have seen. I will say that you are a company that a person can depend on."
L.S., Dunkirk, N.Y.

"I must say the Rose plants I received from you were the best investment I ever made in plants. Words cannot express the beauty of these Roses all Summer. I want to pay high honor to your White Briarcliff. I counted 64 Roses at one time this Summer and it bloomed until frost."
V.M., Chicago, Ill.

"I love the really pretty things and J&P Roses are mine. I hope I can get them as long as I live, as I just love them oceans. They are wonderful and I cherish each one of them. I owe you so much for the pleasure I get out of your work and your way of doing business."
M.M.J., Norwalk, Conn.

"Your firm grew the bush Pinocchio which for me has been one of the outstanding Roses in my garden."
G.M., Beria, Ohio.

"I want to tell you how much I enjoyed the Rose I got from you last Spring. I have never seen prettier Roses anywhere. We had bouquets all Summer."
Mrs. R.B.B., Pontiac, Mich.

"In our opinion you have the best Roses in the country."
R.S.M., Battle Creek, Mich.



"To say that we're amazed and delighted at the sturdy well rooted plants and the fine way you had them packed would be putting it mildly! Hereafter with your fine reputation and your wonderful guarantee Jackson & Perkins Company will always be our one and only Future Rose Company."
E. C. F., Hebron, Ind.

"To our complete amazement, after a few weeks of ordinary care your Rose bushes grew into huge healthy plants laden with buds."
R.M.H., Williamsville, N.Y.

"Our Tree Rose is the talk of the neighborhood."
J.M.E., Fort Logan, Colo.

"Our dealings with you people have been most pleasant."
Mrs. C.S., Danville, Ill.

"I set out one of your climbing Roses last April and at this writing (August) it is 10 ft. tall. It has the prettiest buds on it I have ever seen and all my friends want to know where I got this beautiful bush. \$100.00 wouldn't buy it if I couldn't get another."
A.A., Pateros, Washington

"I have long since given up growing annuals in favor of your Hybrid Tea and Floribunda Roses. The joy and thorough satisfaction we have found in them is beyond words."
E.L.T., Waban, Mass.

Use this order blank for anything in this folder or in our catalog

CONVENIENT ORDER FORM—Order now for Fall

Jackson & Perkins Co.

10 Rose Lane
Newark, New York State

Amount Enclosed

\$ _____

Please send me the following at the proper planting time this fall:

QUANTITY	VARIETY NAME	PRICE

QUANTITY	VARIETY NAME	PRICE

Name _____

Street _____ City _____ State _____



THE SPARKLING NEW 1951

Golden Scepter

(Plant Patent No. 910)

A TRUE UNFADING GOLDEN YELLOW HYBRID TEA

GOLDEN SCEPTER is truly a yellow rose that holds its golden-yellow color until the last petal has dropped. A sparkling golden-yellow rose with deep colored, long charming buds and large brilliant, graceful blooms of artistic high-centered form.

The contrasting dark glossy foliage is delightful in itself and very resistant to ordinary rose ills. The growing habit is open and airy with many gorgeous golden-yellow flowers throughout the summer.

Already a great favorite as a cut flower, **GOLDEN SCEPTER** is also on its way to being the favorite new yellow rose of the garden world.

VIRGINIA . . . "Very first class rose, deep yellow."

MICHIGAN . . . "The best yellow rose for many years."

MISSOURI . . . "First of the very best yellow roses for this country."

NORTH DAKOTA . . . "It's deep yellow—beautiful long pointed buds."

PENNSYLVANIA . . . "A fine Hybrid Tea, exceptionally colorful golden yellow."

This approval has been universal, wherever **GOLDEN SCEPTER** has been grown. The rare ability to hold its brilliant color regardless of adverse conditions is sure to make Golden Scepter one of the most popular yellow roses of all time.

\$2.50 each; 3 for \$6.25; 12 for \$25.00

USE ORDER BLANK INSIDE

